

# How to enter the Swedish market

Gateway to Sweden:  
Practical advice



# **I Introduction**

The following recommendations were originally prepared for member firms from the Tech and IT sector but can be applied to most industries.

The Swedish market is large - there are a lot of potential customers and business partners here.

How to find them? To our knowledge nobody has so far managed to conquer the Swedish market remotely. On the following pages you can find some practical advice and a list of member firms which offer market entry services and other services which might be useful for your Swedish business operations.

Please note that the brochure is interactive when you read it online. By clicking on the name of the respective member firm you will come to the appropriate internet page describing its operations.

# Advisory

## Be active in the Swedish market

Come here and knock on doors - very many Swedish companies are potential customers, but in each of them you need to find the right contact person - sometimes the head of a specific department, such as IT, and sometimes just someone with the responsibility to purchase the right kind of products or services. If the company in question is not interested in talking right now – don't give up, it may become interested some time from now.

## Use services of consultants who know the Swedish market

Use the services of a consultant who will undertake door-knocking on your behalf if you do not have time and/or resources to do it on your own. We have many member firms in the Chamber that specialize in helping foreign companies enter the Swedish market – most of them are listed below. They not only can devote time to assisting you, but they also understand the specifics of the Swedish market, speak the language and have an extensive network of contacts.

## Seek support

Polish companies can ask for the support of Sebastian Magier, Head of Foreign Trade Section, and Aleksandra Gromnicka, Business Development Manager at Polish Investment and Trade Agency PAIH. Their role is to support, free of charge, Polish companies entering the Swedish market and foreign companies entering the Polish market.

## Align with market needs

Profile products, competencies and skills that could potentially be of particular interest in the Swedish market. In most cases there are already a lot of competitors here - to get noticed you need to tell what differentiates you from the competition and you have to present your brief and concise value proposition.

## Don't underestimate the importance of speaking Swedish

Try to hire a person or persons with Swedish language skills. This, against all odds, is very helpful. If it is difficult to find someone like this then you can perhaps start to

collaborate with another company in Sweden or Poland that has Swedish-speaking staff. Your credibility in the Swedish market increases exponentially if you are represented by or have access to a Swedish speaker.

## Pursue opportunities to collaborate

Seek cooperation with Swedish companies with similar activities, whose portfolio you can potentially supplement. They could become your business partners, distributors or representatives in Sweden.

## Engage in public tenders (if you have the resources)

Participate in public tenders but be aware that this requires a lot of work and understanding of the Swedish market. You can find more information here: <https://www.verksam.se/web/international/about-verksam.se/single-digital-gateway/public-contracts/participating-in-public-tenders-rules-and-procedures>, <https://tendium.ai/>, <https://www.opic.com/upphandlingar/>

## Speak with fellow nationals

Take advantage of the Swedish market experience of nationals from your country, who have worked or are still working here.

## Come up with a campaign

Consider some sort of campaign aimed at members and connections of the Chamber. To attract their interest, you probably need to propose something tangible such as a discount or a specific, possibly time-limited, offer, <https://svenskpolska.se/en/medlemsrabatter-en/>.





In some industries, such as IT, you can register with a service broker, e.g. <https://keyman.se/>, <https://www.eworkgroup.com/>. For enterprises in the construction and infrastructure industry we recommend registration in FlexyFinder - a new application which matches companies with projects, but with the need of people with companies with people, but with the need of projects.

## Attend events of the Chamber

Participate in person in the free of charge events of the Chamber, which will create opportunities to make new business contacts.

## Catch up with earlier events

Benefit from watching recordings of events already held, including "Market Entry Sweden", <https://www.youtube.com/playlist?list=PL-g3zPzAuxTrZknXBYfENLJmtb0y9g-6MN>.

## Watch free of charge webinars and listen to podcasts about the Swedish market

If you are a Polish speaker, watch Małgorzata Zarzycka's frequent webinars on Scandinavian markets and listen to podcasts in Agata Ceglecka podcast series "Kierunek Szwecja/Destination Sweden". Read also Agata's and Małgorzata's e-books.

## Showcase adverts

Place adverts in the form of graphics (which is free for members) in the Chamber's newsletter, Our Chamber, <https://svenskpolska.se/pl/ladda-ner-pl/>. This newsletter is distributed relatively widely, about 4 times a year, to the Chamber's network of contacts and on LinkedIn.

## Take advantage of discounts on paid training courses and workshops

Take advantage of discounts offered on attending, in person or online, paid workshops, classes and courses organized by our member firms such as the half-day workshop "Strategic Sales for Tech Companies",

organized by Inonom. Members of the Chamber have been offered a 20% discount, <https://www.linkedin.com/feed/update/urn:li:activity:7212362312618287105>.

## Ensure that the Chamber stays informed

Keep the Chamber informed of events and development at your firm, allowing us to create publicity on LinkedIn and through other channels.

## You can become a strategic partner of the Chamber

Consider the possibility for selected members to enter into a strategic partnership with the Chamber, involving mutual support and mutual benefits in addition to what follows from membership, <https://svenskpolska.se/en/strategiska-partners-en/>.

## Present at events of the Chamber

If you have solid experience in public speaking in English, investigate whether there is a suitable role of panelist or speaker at events of the Chamber.

## Network and showcase your products and services

Depending on the industry, take part in trade fairs, conferences, seminars and other types of events in Sweden.

## Consider the geography

At 450,295 km<sup>2</sup> (173,860 sq mi), Sweden is the largest country in Northern Europe, the fifth largest in Europe, and the 55th largest country in the world (source Wike-

pedia). The business landscape in this vast country is ever changing and it is essential to keep up with the developments and all the opportunities. As an example, a green industrial shift of historical magnitude is currently taking place in Northern Sweden. What seemed impossible only a few years ago is becoming reality, [https://lnkd.in/d\\_uf3RRy](https://lnkd.in/d_uf3RRy).

## **Sweden can be a gateway to other countries**

Sweden borders Norway to the west, Finland to the northeast; and the Baltic Sea as well as Gulf of Bothnia to the south and east. It has maritime borders with Denmark, Germany, Poland, Lithuania, Latvia and Estonia, and it is also linked to Denmark (southwest) by the Öresund bridge. Many consulting firms that are members of the Chamber can assist you throughout Scandinavia. But we also have member firms that, in addition to their services in Sweden as well as Scandinavia and/or Poland, provide market entry services in other specific countries – for instance Connector Germany specialized in Germany, Spondeo, experts on the Finnish market, Adviceify with a broad range of services in Lithuania and Expand Abroad Services with the capabilities to guide you in Estonia and other Baltic countries. Our member firm 1Office has in addition to Sweden offices in Estonia, Latvia, Lithuania, Finland, Ireland and the UK. When it comes to member firms operating in Poland, we are in the process of preparing a separate brochure on entering the Polish market.

## **A branch office or a subsidiary would prove your long-term commitment to the Swedish market**

Once you are convinced that Sweden is the right market for your business operations, you might contemplate establishing a branch office or a subsidiary. In the latter case you might discover that Swedish banks are reluctant to open bank accounts for legal entities with foreign ownership. The Chamber can advise you how to get past this obstacle.

## **M&A**

If you have access to capital, you can consider buying a company that already operates on the Swedish market.





# Member firms that provide consulting and other services in the Swedish market

## Market entry services

### Enterio

(Multiple sectors and industries)

Witold Szwed  
Founder | Enterio  
+46 73 024 73 35  
witold.szwed@enterio.se



### Adviceify

(manufacturing, subcontracting)

Fredrik Olsson, CEO  
fredrik.olsson@adviceify.com  
+46 739 877 888



### Agata Ceglecka

(HR advisor, Labor law, cross-cultural communication)

Agata Ceglecka, HR specialist  
agataceha@gmail.com  
+46 735 681 383



### Zarzycka Consulting & Services

(multiple sectors and industries)

Margareta / Małgorzata Zarzycka  
Business Developer  
info@malgorzatazarzycka.com  
+46 767 749 216



### NordPolen Teknologi AB

(Tech and IT)

Jacek Ziolkowski  
CEO  
+46 793 379 387  
jacek.ziolkowski@nordpolen.eu



### Explore Markets

(multiple sectors and industries, M&A)

Fredrik Udd  
Managing Partner  
fredrik.udd@exploremarkets.pl  
+48 602 417 917



## Food Collective AB

(food sector, FMCG, HoReCa)

Jenny Köpper  
CEO

jenny.kopper@foodcollective.se  
+ 46 76 761 58 47



## Inonom

(Tech, IT, insurance, finance, logistics, telecom, shipping)

Wällstedt

Executive Tech Sales Coaching  
mikael.wallstedt@inonom.com  
+46 705 480 508



## Neffi

(construction and building materials, compliance with collective bargaining agreements)

OTT KERSTNA

ott.neffi@gmail.com  
+372 5301 5250  
+46 70 562 11 63



## PlayeMotion

(construction and building materials, infrastructure, business development, strategy, corporate communications, creative concept and production)

Rafał Wisniewski Löbel  
CEO

+46 70 99 66 404  
ralf@playemotion.se



## Yvonne Magnusson

(retail & e-commerce, acquisition of new business contacts, business and organizational development, digital transformation, omnichannel)

Yvonne Magnusson  
Management consultant

+46 739 85 32 60  
changeformomentum@telia.com



## Expand Abroad Services

(mainly metal and machinery, forestry, road construction machinery, steel construction, construction and building materials, M&A)

Juta Lander, CEO

juta@expandabroadservices.com  
+46 739 457 416  
+372 5350 3939



## Stattin & Partners

(Tech & IT)

Mikael Stattin  
Founder & Senior Advisor  
mikael@stattinpartners.se  
+46 703 010 747



## Accello

(mainly IT, finance, manufacturing and Tech)

Victoria Rentzhog, CEO  
Accello AB  
Nybrogatan 6, 114 36 Stockholm  
Switchboard: +46 8-67 97 200  
Mobile: +46 73 705 63 69  
E-mail: victoria@accello.se



## SvenPol Consulting

(multiple sectors and industries)

Martyna Zielinska  
Business Developer  
info@svenpol.se  
+46737795867  
+48724877754



## Keynote Business Consulting

(construction and building materials, logistics and transport)

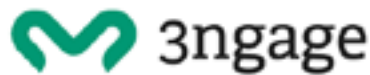
Matthias Gutt,  
CEO  
matthias.gutt@keynote-business.com  
+46 70 09 20 611



## 3ngage

(innovative digital platform which supports sales and market entry of complex products)

Thomas Krotkiewski  
CEO & Founder  
+46 708 201972  
thomas@3ngage.se



## Edkom Consulting

(mainly international trade, financing and capital raising, manufacturing, construction & building materials)

Edith M. Sundqvist  
Founder and CEO  
edith@edkom.se  
Tel: +46 70 254 55 81



# Business Development, Corporate Affairs, assistance with listing on a stock exchange in Sweden

## Momentor

Sverker Littorin  
Founder  
sverker.littorin@momentor.se  
+46 708 755 309



# Legal Services, M&A

## Freja Partner

Kristoffer Lipinski  
Lawyer  
kristoffer.lipinski@frejapartner.se  
+46 733 85 60 20



## KRZYMOWSKI advokater

ANTONIA KRZYMOWSKA  
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antonia@krzymowski.com  
+ 46 8 10 42 12  
+ 46 73-252 10 18



## Magnusson Advokatbyrå

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+46 768 22 75 21  
johan.molin@magnussonlaw.com





# Complex legal matters, international business development, mediation, Swedish and international conflict resolution

## Magnusson Minds

Per Magnusson  
Advokat /Trusted Advisor/Founder  
per.magnusson@magnussonminds.com  
+46 706 11 75 07



# Recruitment, team augmentation, outsourcing

## Amarelle & Partners (multiple sectors and industries)

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martin@amarelle.se  
+ 46 704 220 365



## EMA Partners Sweden (multiple sectors and industries)

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+ 46 73-252 10 18  
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## Infotree Global Sweden (multiple sectors and industries)

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Head of Recruitment and Business  
Development - Nordics  
Oscar.Andersson@infotreeglobal.com  
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**Kubo**  
(Tech, IT)

Mikael Sörensson  
CEO, Sweden  
+46 707 125 360  
mikael.sorensson@kubo.international



**NORDIN**  
(construction industry)

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**Relout**  
(Tech, IT)

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**RELOUT**

## Accounting services, Tax, Payroll

**1Office**

Tönis Jögeva  
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+46 105 10 2005

**1OFFICE**  
MAKING BUSINESS SIMPLE

**BQ Accounting**

Luis Botero  
Founder  
luis@bqredovising.se  
+46 8 120 994 89 (switchboard)



**Target Redovising AB**

Małgorzata Wisniewska  
Founder and Owner  
kontor@targetredovising.se  
+46 762 62 03 81

**TARGET  
REDOVISNING**  
Srf auktoriserad byrå

**KAM Redovising**

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# Audit, Tax, outsourcing, legal services

## **Rödl & Partner**

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# Rödl & Partner

# Digital facilitation, streaming, audio-visual presentation, video production, filming

## **Iderum**

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# Audit, management consulting and other advisory services, strategy, tax, transactions

## EY Sweden

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rafal.rogoza1@se.ey.com  
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+46 73 51 87 111



## PwC Sweden

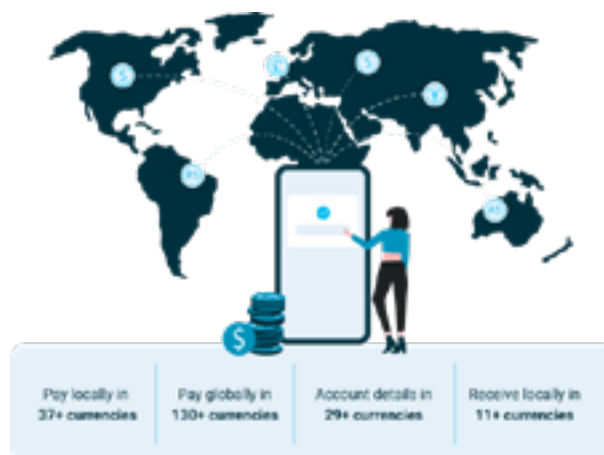
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# Currency accounts in Swedish krona, certificates of payment of share capital, payments and collection, risk management, business lending, digital platforms

## Ebury

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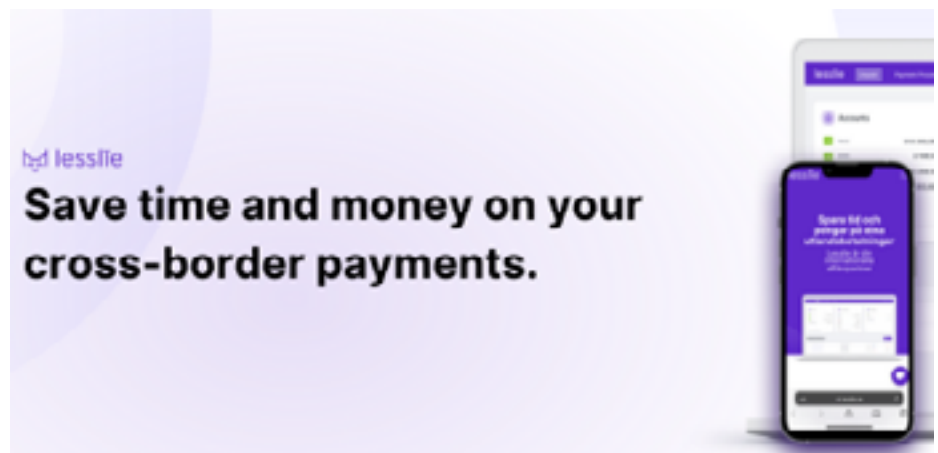




# Solutions for cross-border payments

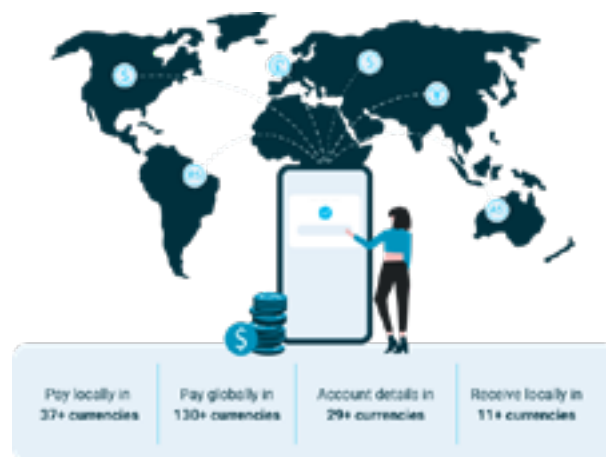
## Lesslie Technologies

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## Ebury

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# Management systems, EHS/ESG auditing, legal compliance assessments, EHS process development & improvement, Due Diligence assessments in M&A and real estate transactions

## Market Ecology Sweden

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Founder & Senior Sustainability  
Consultant  
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## Angel investor, Sales & Marketing

### **Hery AB**

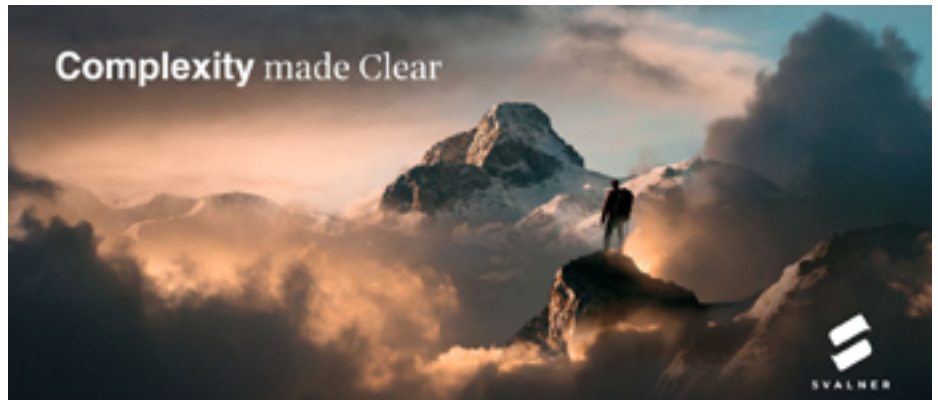
Thibaud Hartwig  
Founder & CEO  
thibaud@hery.se



## Tax advisory services, M&A

### **Svalner**

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+46 8 528 01 250 (switchboard)



## Hotel and venue bookings, events

### **Renata Rosberg Event & Meetings Consultant**

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Manager, Global Accounts  
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# Craft bakery, deliveries of pastries to events, parties etc

## Himmelska bakery at Dana's

Dana Rogoza  
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# Medium- and long-term accommodation, lodging

## Tallbacka Lodging

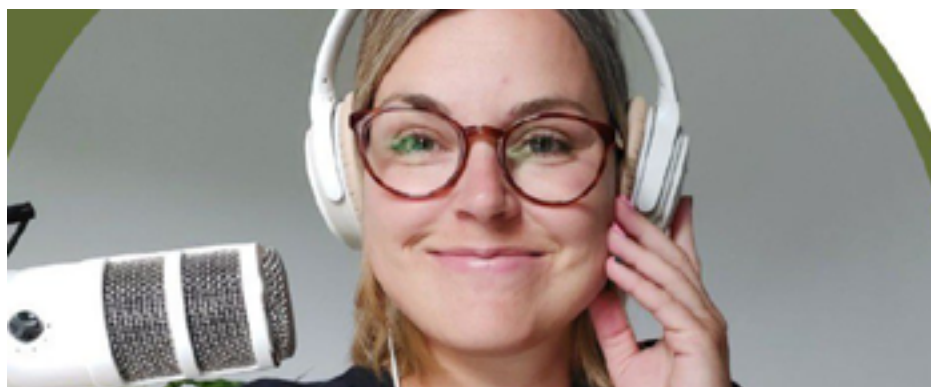
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# Podcast production, editing, distribution and promotion

## Poddstugan

Alicja Siarkiewicz  
Founder & Owner  
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# Scientific consultancy for enterprises and individuals in the biotechnology space with a particular focus on age-related disease, landscaping of areas and due diligence

## **Victor Björk** **Geroconsultancy**

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## Corporate communications, PR, media relations

### **Barbara Lipińska PR Consultant**

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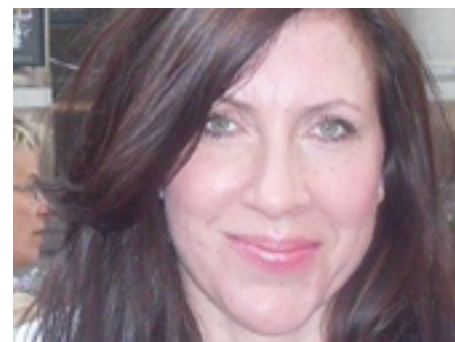
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### **Ewa Korolczuk**

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# People & culture development, Change management, Leadership development, Inclusion & Diversity policies

## **Enterculture**

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# Organizational development, change management, HR, People & Culture, sustainability, leadership and coaching

## **Sofia Brax AB**

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**Web design, brand design, graphic design,  
social media marketing, photo, video**

pikus.it 

## **Pikus Media AB**

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**Karolina and Tomasz Pikus**  
Digital Marketing Agency / Based in Malmö

**Finance consulting, financial process  
optimization, organisational change  
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